The Cleveland Museum of Art

Press Release

For Immediate Release
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GUGGENHEIM'S HEAD OF TECHNOLOGY, LEONARD STEINBACH, TO LEAD NEW TECHOLOGOY DIVISION AT CMA

(Cleveland, OH) Cleveland Museum of Art acting director Kate Sellers announced today the appointment of Leonard Steinbach as Chief Information Officer effective September 24, 1999. Mr. Steinbach was previously Chief Technology Officer with the Guggenheim Museum and had responsibility for all aspects of computer technology operations.

Ms. Sellers stated: "The Cleveland Museum of Art has made a commitment to being a leader among art museums in the use of technology. Len has extensive experience in the field and a great reputation throughout the museum community. He is very creative in his approach to the use of technology; and he has also had success applying new techniques to the acquisition of hardware and software. Leonard Steinbach is the ideal choice to fulfill this critical new position."

At the Guggenheim Museum in New York City, Mr. Steinbach successfully developed a comprehensive technology plan, established their wide-area network and implemented several multimedia projects including technological support of art exhibitions, and directed technology planning for the Guggenheim's new Center for Arts Education. He raised close to $500,000 in in-kind and direct hardware, software and consulting services from major corporations including Novell, Pioneer and GE Capital/Information Technology Services.

Mr. Steinbach is an oft-in-demand speaker on his field. He recently addressed the **American Association of Museums** on *"Knowledge Management in a Museum Environment"* and for the **Museum and the Web** conference on *"Video Broadcasting on the Web."* In October, he will once again speak at the **Museum Computer Network's** annual conference. He will be representing CMA at the International Cultural Heritage Informatics meeting in Washington later this month.

Mr. Steinbach stated: "I am excited and honored to join the Museum and the Cleveland community. The Museum's collection and scholastic activities are among the world's finest. I look forward to exploring how a wide range of innovative technologies can bring the Museum closer to the communities it serves."

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Mr. Steinbach studied information technology at New York University (NYU) Graduate School of Business Administration, Journalism at NYU's Graduate School of Arts and Sciences and has a BA in education from State University of New York at Stony Brook.

The Cleveland Museum of Art is one of America's leading art museums with a renowned comprehensive collection. The museum has over 600,000 visitors annually.

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